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# *It's Always Time for Visiting Brazil*

## Brasília Has Tourist Hotel

### New Capital of the Country Now Has Accommodations For Pioneer Guests

Brasília, the new capital of the Nation which is being built on the plateau of Goiás, eight hundred miles north and west of the present capital of Rio, is now receiving guests. The new 180-room Brasília Palace Hotel is in operation and provides comfortable and complete hotel accommodations amid a city whose growth holds the attention of the world.

#### A Paved City

The new national capital, to be inaugurated April 21, 1960, already has had the Executive Mansion, the Palace of the Dawn, dedicated. There are also almost two hundred miles of paved street, joining with the new Brasília-Belém highway, providing adequate road access for the thousands of cars seen there.

It is a veritable camera paradise. The color of the soil, reddish to a degree unknown even to pottery-country inhabitants, is in striking contrast to the purple of the coffee-growing land. The splendor of rose and gold and even black skies provides new objects of interest for the color photographer. There is no end of black and white shots, too, the rising buildings and the human interest stories yielding pictures everywhere.

#### Air Service to Brasília

Frequent service is provided by the Brazilian air lines to Brasília from all the major cities of Brazil. It is well to reserve accommodations both for hotel space and air line seats well in advance.

## *The New World's Vacation Wonderland Will Provide Days That Will Live Forever*

### Her Cities, Natural Wonders, All-Year-Round Beaches All at Moderate Cost

For an unforgetable vacation tailored to suit taste, time and pocketbook, try the wonderland of vacations, Brazil!

Travel to and from Brazil is convenient and reasonable for the tourist from North America. Steamship companies and airlines maintain regular schedules between all points of Brazil and North America. Since the rate of exchange is at the moment particularly favorable to North Americans, one can be a sightseer in Brazil at moderate cost. The Brazilian Government Trade Bureau in New York at 551 Fifth Avenue has complete information on traveling to Brazil, and its competent staff is always ready to answer the questions of the prospective tourist. The help given is suited to the individual's requirements and is offered without favoring any particular commercial enterprise.

#### Travel Now, Pay Later

Nor need the eager vacationist postpone his trip for lack of ready funds. Travel agencies, transportation lines, banks, and finance companies are ready in nearly all cases to arrange loans for vacation trips, which can be repaid conveniently later.

(*See Page* 6)

## *"Rio Is the World's Most Beautiful City"*

**This is what the Cariocas say about their home town, and visitors, who thrill to Rio's spectacular geographical setting, especially as they see it from the air for the first time, as in this photograph, heartly agree. The very names of the natural objects given by the Portuguese navigators are names which have been permanently linked with the romance of travel. Here the statue of Christ atop the Corcovado symbolically protects the city of the River of January, while the Sugar Loaf stands as a sentinel guarding Guanabara Bay. So conscious is the Carioca of the natural beauty of his city that the waterfront area, along which there are many miles of dockside installations, is not permitted to mar the beauty of Rio.**

# *Setting a Schedule for Glorious Vacation Days in Rio*

## With Lots of Time For Rest of Brazil

### Sugar Loaf and Corcovado, Then a Dip Into Surf At Copacabana

Whether one reaches Rio de Janeiro by plane or by ocean steamer, his first view of Brazil's magnificent capital is breathtaking. The city is dominated by a series of jagged peaks thrusting themselves up toward a brilliant blue sky, which finds a worthy reflection in beautiful Guanabara Bay, a number of small lakes, and the mighty Atlantic. Rio has rightly been called by many travelers who see it thus for the first time, the most beautiful and breathtaking city in the world, one which makes the traveler feel at home at once.

Rio is an old city, founded in 1566, with a thriving industrial life. Its busy inhabitants have made it one of the great cosmopolitan cities of the world, and the traveler visiting it immediately becomes aware of the dual aspect of Brazil's capital city, on the one hand a sister city to the world's greatest, and on the other the center of Brazil's individual and rich culture.

The visitor who is looking for variety in Nature's manifestations will find in Rio testimony to Nature's generosity. He who spends his first night in Rio de Janeiro will surely agree with those poets and prose writers who have called Rio's skies the most beautiful in the world. Today's visitor, who sees the moving and stationary electric lights added to the twinkling of the stars, feels himself momentarily in fairyland.

#### Much to See

A lifetime may be spent profitably learning to love Rio, but the visitor in the city, flying in and landing at Galeão International Airport on Governor's Island or the Santos Dumont Airport or disembarking from one of the numerous fast steamers will usually wish to see more of Brazil than its queen city alone. Nevertheless, he should reserve three days as a minimum for making the acquaintanceship of Rio.

Experienced travelers, especially if their stay in a city is to be brief, will usually have their hotel accommodations waiting for them on their arrival. For arrangements in Rio, the Brazilian Government Trade Bureau in New York has full information on hotel and restaurant facilities available on request.

#### Local Transportation

After lodging, transportation facilities for the visitor are most important. Rio is supplied with an abundance of omnibus and trolley lines running to and from all parts of the city. North Americans, who almost unanimously prefer automobiles, may select Rio's taxis or limousines. Those who prefer to drive themselves may rent cars.

A three-day visit can be so divided as to seem to afford a generous stay in town. Natives of Rio, Cariocas as they are affectionately called, will help the visitor quickly feel at home.

#### First Day's Outing

The first day's excursion calls for a visit to the Pão de Açúcar or Sugar Loaf, one of Rio's most impressive sights, a ride along the Avenida Niemeyer, some interesting restaurants and seeing Corcovado.

The ride up the Sugar Loaf mountain by cable car affords a memorable experience in transportation and rewards the visitor with a panoramic view of the majesty of Rio de Janeiro. The ascent is made in two stages, the first, of seven hundred feet, raises the traveler from Babilônia Hill, Praia Vermelha, to Urca Hill. The views from the increasing altitude are of the same fascination which makes mountain climbing so compelling to its devotees.

#### Urca

At Urca the visitor may hike to his heart's content along the winding paths with their tropic vegetation and their craglike undulations. There are even those who may wish to contemplate their ascent in the fragrant gardens on the level of Urca. Here, also, is a restaurant, a curio or souvenir shop, a picnic area and a landscaped plaza. From these the visitor may survey how far he has come and how far he is yet to rise.

The ascent of the Sugar Loaf itself is almost as high as the preceding rise, Pão de Açúcar being 1230 feet above the level of the city. As the car glides upward the occupant becomes aware of the typical tropical flora of the forest area between Urca and the Sugar Loaf. On Sugar Loaf peak there is a hospitable restaurant where food and drink are served and from the windows of which all Rio spreads out like an illustrated map.

#### Looking North

To the north is imposing Guanabara Bay, with Niterói, capital of Rio de Janeiro State, slightly to the east. Below lie the forts of Lage, Santa Cruz and São João. To the south stretches the long white strip of beach which includes Praia Vermelha, Leme, Copacabana, Ipanema and Leblon. Scattered through Guanbara Bay

## *Carnival Ball in Rio*

**The climax of the most wonderful carnival in the world is the masked ball at the Teátro Municipal, shown above, held on the Monday night of Carnival Week. So popular is this fantastic presentation that two million vie for tickets which can go only to the lucky seven thousand who can be accommodated on the orchestra floor of the city's most elegant theatre. The crowd shown above is viewing the contest to select the best Carnival costume. Rio in Carnival time is a unique experience. The jollity and good fellowship prevail from the Sunday through Tuesday before Ash Wednesday. It is well to be in the city a few days earlier to see the quiet populace slowly rising to the fervor traditionally associated with Carnival.**

### Be Sure to Visit Quitandinha When in Neighborhood of Rio

Rio is perhaps the only rolling city in the world where the better sections are on low ground. This is so because the Carioca enjoys his beaches so much. When he wishes to escape from his own area, "to go into the country," he takes an hour's drive into the mountains.

One of the plushiest places to which a Carioca can go is the fantastic Quitandinha Hotel in the vicinity of Petrópolis. Built at a cost of US$10,500,000, this luxury hostel is a combination of all things elegant and pleasurable. It has been described as "the Arabian Nights with a Brazilian accent."

It is also pointed out as having been constructed and equipped with all Brazilian materials.

are the numerous islands, green tufts in the blue immensity. The visitor thinks perhaps of the sailor in the crow's nest of the ship which brought the first Europeans here. Then he looks at the Tupi television tower, which provides Rio with its present television programs, and becomes aware that it is time to descend.

### Avenida Niemeyer

The sightseer on his way to the Avenida Niemeyer glances around him at the city's modern skyline. From the Avenida Niemeyer it is not very far to the Estrada da Gávea and a view of Gávea Rock with its strange carvings. From here the visitor turns north and enters Tijuca Forest. A stop at Tijuca will bring repose in an imagined "tropical jungle." The cooling waterfalls are not far from the famous Barbecue Restaurant.

Dusk should find the traveler atop Corcovado, 2330 feet above sea level, Rio's world-famous view and the site of the huge statue of the Christus. This magnificent work of art, 125 feet high and 1145 tons in weight, including the pedestal, is one of the largest statues in the world and the only one with arms extended. Of reinforced concrete, the statue was completed over many technical obstacles.

### Corcovado

The view of the city from Corcovado at night is one of the unforgettable memories of the trip. In a city long known for the beauty of its twilight and evening skies, for the myriad stars which spread across the canopy of the heavens, the illumination of the electric lamps provides another dimension to the backdrop of the scene from Corcovado. The moving lights of the automobiles on Rio's principal arteries give motion to this brilliant setting. It seems as if the traveler has come here to understand the meaning of space.

For many, the day's outing ends here with dinner near the base of Corcovado. Others, aware that their stay in Rio is brief, wish to see something of the city's night life, to visit its night clubs, to watch the samba, the baião, the choro and the local samba do morro and be moved even to participate.

### Second Day's Outing

The next day is one for bathing in the surf and light relaxation. Copacabana, that long, white arm of beach washed by the waters of the Atlantic, is the great international favorite. Those who prefer to bathe nearer a tree-shaded area might try Ipanema or Leblon. Since Copacabana is also the center of a large residential neighborhood, there is a variety of restaurants to attract the visitor. After lunch a tour of the southern part of the city is recommended, with the Botanical Gardens, founded in 1808, a must. The sightseer will gaze in awe at the Avenue of Palms, lined by two hundred and seventy towering palm trees.

In this part of town there is also the Jockey Club, which fronts upon Santos Dumont Square. This is the largest race track in Brazil, a country which appreciates fine horses. Fashionable society parades its elegance here. The evening should be spent at the theatre, which in Rio is both national and international. World famous artists and companies continually come here to perform, and Cariocas are known as among the most discriminating audiences in the world.

### Third Day's Outing

The third day should be devoted largely to the center of the city. There is the classical architecture of the National Library, built in 1910, to see and with it the Municipal Theatre and the City Hall. In contrast, view the magnificently modern building of the Ministry of Education and Culture with its bold innovations. And for more contrast there is the National Historical Museum, the simple and severe lines of which evoke Brazil's colonial period. As much time as one has left may easily be devoted to the Museum of Modern Art, which now has its own building, under the sponsorship of the Ministry of Education.

## *Downtown Rio de Janeiro*

### Shopping

No trip to Rio, however, may be considered complete without a visit to Rio's shopping centers to see those items on display for which the city is noted. The main shopping center is found on the Rua do Ouvidor and the Rua Gonçalves Dias. This section is in the heart of the city, just a step from the famous Avenida Rio Branco.

Rio's retail shops are noted for their specialties, the familiar department store of the United States being absent.

All visitors to Rio comment favorably upon the city's theatres and their programs. Rio's Municipal Theatre is the center of cultural presentations. In 1959 it has been celebrating its golden anniversary, the varied offering from grand opera to Russian ballet showing the cosmopolitan taste of Rio de Janeiro.

In addition, there are other theatres which present plays both modern and classical, drama and musical comedy. The leading ones with their addresses and telephone numbers are: Ginástico, 187, Av. Graça Aranha, tel. 42-4521; Copacabana, 291, Av. Copacabana, tel. 57-1818; Mesbla, 42, Rua do Passeio, 11th floor, tel 22-7622; Serrador, 13,/Senador Dantas, tel. 42-6442; De Bolso, 28-A, Rua Jangadeiro — Praça General Osório, tel. 27-3122; Dulcina, 17 Alcindo Guanabara, tel. 32-5817.

The police of Rio de Janeiro maintain a telephone service for tourists which answers in several languages the most frequently asked questions, especially those concerning the calendar of events. The telephone number to call for such information is 42-3642.

### TRAVEL BUREAUS

American Express S.A.V.I. — Rua México, 74-B, tel. 22-8818.

Avipam—Av. Rio Branco, 311-B, tel. 42-2065.

Brasília—Rua Visconde de Inhauma, 134, tel. 43-3475.

Cook's Wagons-Lits—Av. Presidente Wilson, 164, tel. 32-6270.

Exprinter—Av. Rio Branco, 66-68, tel. 23-1909.

Tour Service—Hotel Serrador, tel. 52-5292.

Mundotur—Av. Graça Aranha, 169-B, tel. 42-2654.

Cosmotours — Rua México, 31, tel. 22-7029.

# *Visit the Largest City of Brazil, São Paulo!*

## Its Architecture And Art Attract

### Only 300 Miles from Rio, Paulista Capital Grows Along Its Own Lines

The fastest growing city of Brazil, São Paulo, is now Brazil's largest city. Its population has risen above the three million mark, topping that of the Nation's Capital, Rio de Janeiro. It is not often that the largest city of a country yields its primal position to another. Seeing the remarkable growth of São Paulo would be one reason for attracting the tourist, but there are many others.

The visitor to Brazil who has just seen Rio de Janeiro should take a trip to the Queen City of the State of São Paulo, Brazil's concentrated industrial area. He will be impressed.

#### Vitality and Energy

São Paulo is a very different kind of city from Rio de Janeiro. It does not have Rio's beautiful harbor or her magic skies, but it does have strength. Its vitality is seen in the faces of its residents, aware that they are building something new and big. Its energy is to be found in the many evidences of its commercial and industrial activity. Its will to create is manifest in the new streets which have been laid out and built upon, the new homes, public buildings and factories which announce themselves everywhere to the eye.

It is as though the Paulistas, recognizing that they do not have the splendor of Rio de Janeiro's natural endowments have had to provide their own, and are going about the task on a civic basis. Here in São Paulo one sees the largest concentration of Brazilian architectural beauty, creations of the foremost architects in the world today, from the point of view of originality.

#### Place of Plastic Arts

In São Paulo, too, one hears of a very strong interest in the other plastic arts, and a good deal of its cultural life centers around its museums. Emulation of the best is brought not only into the homes but is also made a substantial part of the design and façade of São Paulo's very attractive buildings. One may say that one sees a plan in the growth of the city and yet finds it hard to discover a master plan. The Paulistas have hit upon a medium of expression and are transforming it into a reality.

This is what one will see on visiting Brazil's new champion. The visitor will find it refreshingly different from Rio de Janeiro and as interesting in its own way. The North American visitor should see São Paulo while the sights of Rio de Janeiro are still fresh in his mind. The two cities are only three hundred miles from each other and are connected by air, land and a sea route through Santos.

#### One Hour from Rio

With air travel very highly developed in Brazil in proportion to its other means of transportation, this intercity run is one of the most popular in the world. Several companies operate on a schedule basis out of Santos Dumont airfield in Rio to São Paulo's airports. The flight lasts only fifty-five minutes.

By rail several day and night trains are available on the Estrada do Ferro Central do Brasil, the Central Railroad of Brazil. The daylight trip is slower than the overnight run because it makes more stops. Its advantage lies in its sight-seeing value, especially of the magnificent mountain range, the Serra do Mar, that "Mountain of the Sea" which dominates the east coast of Brazil.

#### Overnight by Train

The overnight trip, made on the luxurious "Santa Cruz," is usually recommended for tourists with limited time at their disposal. This fast train leaves the Pedro II station in Rio at 10:30 p.m. every evening and arrives in São Paulo at 8:00 a.m. the following morning. It has sleeping accommodations. One sightseeing value of this overnight trip is the opportunity of seeing the sun rise from the mountains.

The visitor may also go to São Paulo by sea, disembarking at Santos, the greatest coffee shipping center in the world. From Santos there are two routes to the Paulista capital available. One is along the Via Anchieta, the superb highway which joins São Paulo with its port. The other is the Estrada de Ferro Santos-Jundiaí, formerly the São Paulo Railway, one of the major feats of railway engineering in the world. Along either route the traveler

## *São Paulo's Vale do Anhangabaú*

**São Paulo, the city in the state of the same name, has long been heralded as one of the fastest growing cities of the world and the fastest growing city of the western hemisphere. Just a glimps at this photograph will indicate something of the tremendous scope of Brazil's largest city. In this area all of the skyscrapers are new and all of them show the ingenuity and the originality of Brazil's master architects and builders. Because São Paulo is an inland city, it has been compared with Chicago many times. Like Chicago also, it is a great industrial and transportation center.**

will find the view magnificent while climbing the Serra do Mar to the high plateau on which São Paulo lies.

### President Dutra Highway

Automobile-minded tourists may very well prefer to drive from Rio de Janeiro to São Paulo. The President Dutra Highway, which connects the two cities, is a link in the great Pan American Highway. Asphalt surfaced, this completely paved, high speed throughway is a direct connection which can be covered in about six hours with comfort. A good place to stop for lunch is the Clube dos 500. In any case, roadside facilities are quite ample.

It is wise for the visitor to arrange for hotel accommodations before arriving in this busy city. On the long list of hotels from which a tourist may make a choice are the Hotel Jaraguá, near the Municipal Library, the Hotel São Paulo on the Praça das Bandeiras and the Othon Palace Hotel on the Praça da Patriarca. These are centrally located and make a convenient base for operations from which to see the city. Also, house hunting is a popular pastime in São Paulo, and people engaging in this sport stay in hotels until they have found a place to buy.

Unlike Rio, where nature has planted the tourist sights without regard to either transportation or time involved, in São Paulo the points of interest mainly cluster around the center of the city. Also they do not involve climbing or cable transportation as São Paulo itself is on a high plateau 2675 feet above sea level, a delightful and healthful altitude which makes the city cooler than Rio and gives it a more temperate climate.

### Area

São Paulo like so many "new" cities, is very sprawling. It occupies 627 square miles of rather flat territory. Its lowest elevation is around 2350 feet above sea level, its highest 2675. Mathematically it would seem that the city is very flat. Topographically, however, São Paulo is crossed by innumerable little valleys. Modern traffic takes advantage of these at crossings, which take place on two different levels, thus permitting greater safety and speed.

At first view it appears to the visitor that São Paulo is almost a city of viaducts, and many of its photographs show these.

### Skyscrapers

Another interesting feature of the city is the concentration of skyscrapers, characteristic because they are built of reinforced concrete. Engineers have learned to build this kind of structure very high so that the newer buildings going up rise to forty and even fifty stories. The home of the Bank of São Paulo is interesting to visit because it was a pioneer effort in skyscraper construction of reinforced concrete.

The center of the city bears testimony to the fact that São Paulo is not only an important industrial area but also a commercial center. Here are to be seen the many offices which service such industries as textiles, meat packing, metallurgy, lumber, machinery, chemicals, shoes, clothing, food and beverages, paper and paper products, automobile tires and rubber goods, building materials, sanitary and electrical supplies, automobile assembly plants and optical instruments. Of course, most of the plants are in the new industrial areas known as industrial parks, located in the suburbs or outside the city. The Coffee Exchange also is in São Paulo.

### Downtown São Paulo

The heart of São Paulo is called The Triangle, a part of which is to be seen in the accompanying map of downtown São Paulo. The tourist can walk to all of the points of interest within the area of the map if he starts from a hotel as centrally located as those already mentioned.

There is, however, much else to be seen in the city. Guided tours lasting from three hours to a whole day are also available and may be arranged through tour companies with offices in the lobbies of the hotels. Arrangements should be made at least one day in advance, especially for the very popular excursion to a coffee plantation.

### Specific Points of Interest

In any case, a minimal tour of the city should include a visit to Pacaembú Stadium, which holds 70,000 spectators and is built on Olympic lines; the magnificent Jockey Club race track, where the elite of Paulista society gather for horse racing and general sociability; the impressive buildings of the University of São Paulo, including the Science Building, which houses the only atomic research reactor in Latin America; the Central Market; Ipiranga Monument and Museum and Butantan Institute.

Butantan Institute is the largest experimental snake farm in the western hemisphere if not in the world. Many species of venomous reptiles are on view in sunken enclosures where they can be safely observed at close range.

### Commercial Visitors

Those visitors to São Paulo who are interested in the commercial activity may make inquiries of any of the local chambers of commerce about guided tours indicating São Paulo's phenomenal industrial growth. Such tours should include the State of São Paulo Bank Building, the roof of which, incidentally, commands a panoramic view of city and its numberless new skyscrapers.

For those who fly from Rio to São Paulo there is a tendency to omit seeing Santos and the beaches of Guarajá and São Vicente. If time at all permits, a visit to these three points is essential as a complement to the man-made wonder of São Paulo. Not only is Santos Brazil's largest port and its coffee warehousing facilities fantastic even to North Americans accustomed to bigness; it is also a compact resort area with seaside recreations.

### São Vicente and Guarujá

To the southwest of Santos lies the little town of São Vicente, which is reached by crossing a famous suspension bridge and which boasts one of the largest beaches in Brazil. São Vicente is replete with historical sites, for it was from the present seaside resort that the Jesuit Father José Anchieta together with some companions climbed the heights of the plateau in 1554 to found the present city of São Paulo. He is believed to have taken the route followed pretty much by the magnificent highway, one of the finest in the world as well as the most picturesque, which today bears his name.

A free ferry from Santos carries foot passengers and vehicles to enthralling Guarujá, only two and a half miles from Santos on the little island of Santo Amaro.

## *City of São Paulo Triangle*

**Here shown in detail is the heart of São Paulo's "Triangle" or downtown section. Circled numbers are locations of interesting shops. Other figures identify points of interest.**

(Map courtesy of Othon Palace Hotel)

# It's Always Time For Visiting Brazil

### Her Cities, Natural Wonders, All-Year-Round Beaches All at Moderate Cost

(*From Page 1*)

Brazil is proud of its many attractions which are so varied as to offer many things to every visitor. Depending on one's personal preferences, one can find more than enough to occupy one's time while in the country. The general tourist out to see the sights and to be guided through the largest cities and chief natural wonders of the country will find a host of souvenirs to bring back with him of time spent most gloriously. The more specialized travelers, like school teachers on vacation or businessmen combining business and relaxation, will find Brazil a source of challenging ideas which will enrich them as individuals and reward them in their professional lives.

**A Portuguese Civilization**

The civilization of Brazil is essentially a Portuguese civilization. Discovered in 1500 by Admiral Pedro Alvares Cabral, Brazil was soon settled by the Portuguese, who transplanted to this new world their characteristic culture and mode of living. Slowly and systematically these settlers converted the native Indians, and, later, the Negro slaves, to their own way of life. Today's civilization, therefore, is a development of that early Portuguese way of life with admixtures introduced by the others.

These layers of civilization can be seen most strikingly in the different areas of Brazil. Thus, the cosmopolitanism of Rio de Janeiro and São Paulo is reflected in the numerous strains from Europe which have settled there. Bahia was once the center of Brazil's slave trade and has some interesting survivals. Slavery was abolished in 1888.

**The "Caatinga"**

Visited in the appropriate season, the Northeast of Brazil is a most fascinating country for North Americans. It comprises a large area the most easterly point of which is the "Bulge of Brazil", land mass of the American continent closest to Europe. Here one may see that peculiar shrub known as the "caatinga", the "white forest" of the natives and the *silva horrida* of the botanists, which gives the area its characteristic flora. It is the land so aptly described by Euclides da Cunha in Brazil's great world classic, *Os Sertões*, which has an admirable English translation as *Rebellion in the Backlands* by Samuel Putnam. Recife is called the Venice of South America.

It is here, too, that one can see the leather-garbed *vaqueiros*, those lean cowboys of the North of Brazil. Their women-folk are exquisite lacemakers in the best Portuguese tradition. This area has for a long time been a demographic laboratory. It was here that public education in Brazil took its first strides. Those interested in education usually make the Northeast an important destination on their itineraries. It should be remembered that during July and August schools are in session in Brazil.

**Bahia, Colonial Brazil**

Equally colorful but in an entirely different key is an excursion to the State of Bahia. Bahia, of all the Brazilian states, is most proud of its history. It is the territory where the Portuguese discoverers first set foot upon Brazilian soil. It is the ancient capital of colonial Brazil and is famous today for its many churches and monuments. The late actress, Carmen Miranda, who typified Brazil to many strangers to the country, actually featured the style and mannerisms of Bahia.

Tourists to Bahia are offered a large variety of costume dolls, folklore figures, ships, and numerous trinkets in the many marketplaces. It is truly a collector's paradise.

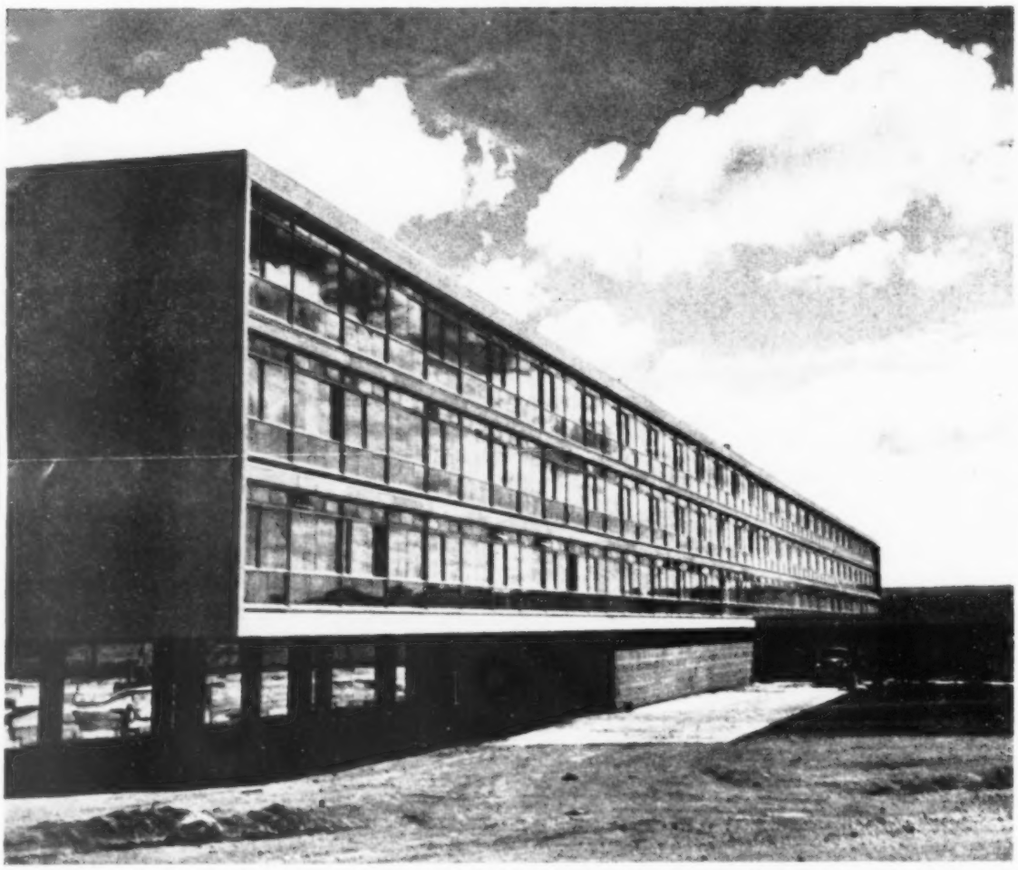
**The City of Churches**

Salvador, the port of Bahia, is the center of Brazil's most important cacao-producing region. A two-level city, the two levels being connected by elevator, Salvador is also known as the "City of Churches." There is one for each day of the year, and a most impressive sight is to see the religious procession known as the Stations of the Cross. The architecture here is traditional and in marked contrast to the modern architecture in the cities now experiencing rapid growth. The design of Portugal of the sixteenth and seventeenth centuries is well represented in Bahia.

**Minas Gerais**

A visit to the two most important cities of Minas Gerais, Ouro Preto and Belo Horizonte, will provide an unusual study in contrasts. Ouro Preto is a city rich in history; Belo Horizonte has a ground plan, drawn half a century ago. The many elevations of Ouro Preto, nearly all of them dominated by the city's old and baroque style churches, give to

## *180-Room Brasília Palace Hotel*



**The recently opened Brasília Palace Hotel services most guests in the new capital. Accommodations, if reserved well in advance, are usually available. North Americans who are flying to Brazil on the Brazilian airlines VARIG or Transcontinental-REAL will find these companies helpful in making arrangements for staying in Brasília. Distinguished visitors are always to be seen in the hotel lobby.**

## *Ouro Preto, a National Monument*

**Ouro Preto, in the State of Minas Gerais, is a living example of eighteenth-century Brazilian inland civilization. Preserved as a national monument, the city, unchanged through the years, is a gem of colonial art and architecture. At the height of the colonial era its wealth was fabulous, and a good deal of the ornamentation so beloved by the opulent residents of the time is still to be seen as it was lavished upon the churches and palaces of colonial Brazil.**

the City of Black Gold an aspect of antiquity. Here also are the famous sculptures of Aleijadinho.

Not far away as distances are measured in Brazil is rapidly growing Belo Horizonte, where everything is modern. The State of Minas is the home of President Kubitschek, who, as its Governor, stimulated the growth of this area. It is highly recommended to tourists who wish to see the frontier give way to rapid progress.

### Region of the Amazon

The region of the Amazon should not be overlooked. A stay at Manaus, which has a very modern and comfortable hotel, will reveal the extent of the once prosperous rubber economy in Brazil. A tourist attraction is the famous opera house with its paintings by De Angelis.

Since no trip to Brazil can be called complete without several days in both Rio de Janeiro and São Paulo, it is well to consider these cities as the starting points from which to make many local trips.

### Rio Grande do Sul

Continuing southward, the traveler comes to Brazil's most southerly State, Rio Grande do Sul. This State has the coolest climate in Brazil, and it has even been known to snow here. The largest ranches in Brazil are located in Rio Grande do Sul and their cowboys, known as *gaúchos*, give their nickname to the residents. The *gaúcho* is a very different kind of cowhand from his northern counterpart, the *vaqueiro*, that somber, leather-garbed herdsman of the *caatinga*, described above. The *gaúcho* is a gay, fast-riding, colorfully dressed, carefree cowpuncher, whose music reflects his disposition and whose social life centers around the *churrasco* or lavishly hospitable barbecue.

In the past the Sulistas bore the brunt of the attacks made on Brazil's borders by her neighbors. The heroism with which these incursions were repelled has won the inhabitants of this region the admiration of the rest of the country. It should be added that Brazil has remained at peace with all her neighbors for a century.

### Recreational Facilities

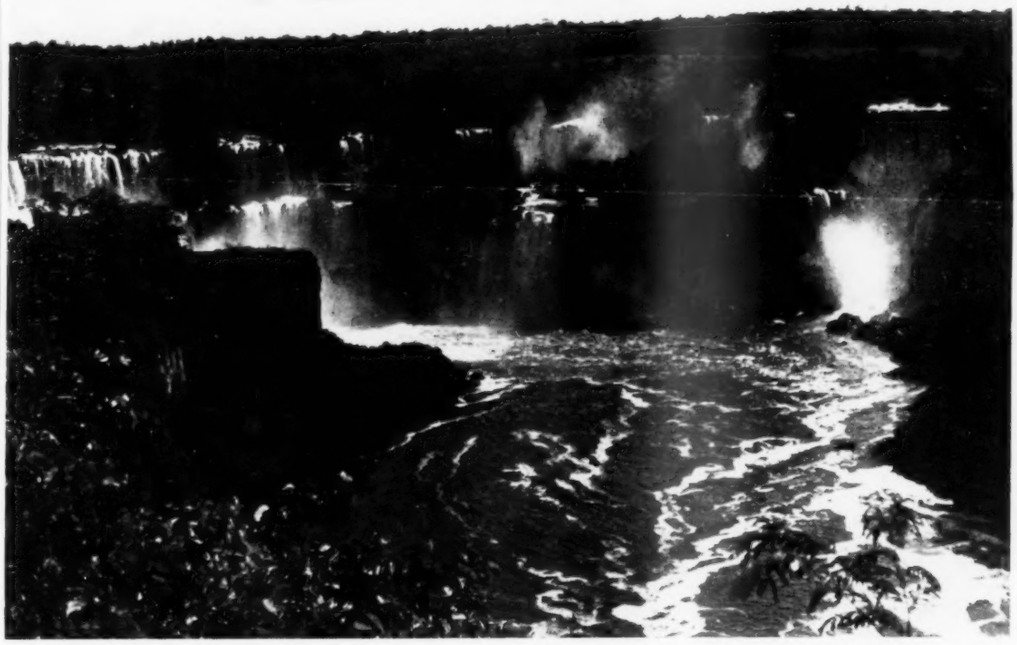
The traveler will certainly also wish to see Iguaçu Falls, located in the corner of Brazil nearest the boundaries of Paraguay and Argentina. These breathtaking falls are wider and higher than those of Niagara and hold an endless fascination for the beholder.

The State of Minas Gerais boasts the top ranking mineral springs of Brazil, which compare very favorably to the famed spas of France, Italy, Germany and England. These can only be mentioned by name here: Araxá, Caxambú, São Lourenço, Cambuquira, Lambari, Poços de Caldas, Lindoia and Aguas da Prata. Each of these has its own attractive climate and cordial atmosphere. All of them have high-class hotel accommodations.

South of the State of São Paulo is the State of Paraná, now growing, it is believed, faster than any other in the country. It has a number of boom towns, among them Londrina, well known for its Tudor houses. The port of Paranaguá is today Brazil's third busiest harbor and is connected by direct road with Foz do Iguaçú, in the western part of the state, the city closest to Iguaçú Falls, the famous cataracts of Brazil.

There are twenty-one separate falls, some hurtling down a precipice of more than three hundred feet, some thrusting their spray toward the sky to a height of five hudred feet.

## *A Partial View of Iguaçú Falls*



**Iguaçú Falls! This melodious Indian name conjures up one of the world's magnificent scenic views. Had it been known to the Ancients, it surely would have been included by them among the wonders of the world. Located in the western corner of the State of Paraná, the twenty-one cataracts which make up Iguaçú Falls are unspoiled by the hand of man. There is a good road and comfortable hotels to attract the visitor to this gorgeous sight.**

# *Some Places Where the Visitor Can Stay and Dine*

## A Handy List Offered Tourists

### Here Is a Roster of Places Offered as the First Step In Making Reservations

The following directory of hotels and restaurants is offered as a suggested beginning in making a selection of accommodations for that trip to Brazil you are planning. In presenting the list, the Brazilian Government Trade Bureau in New York states that on the basis of the information available to it the places mentioned here have been found satisfactory in the past. The Trade Bureau cannot assume any responsibility for the establishment cited in this list, and the mention of a name is not to be taken as an endorsement.

***Hotel in***
**BRASILIA**

BRASILIA PALACE HOTEL

***Hotels in***
**RIO DE JANEIRO**

COPACABANA PALACE HOTEL
Av. Atlântica, 1702
HOTEL EXCELSIOR
Av. Atlântica, 1800
HOTEL GLORIA
Praia do Russel, 632—Glória
HOTEL CALIFORNIA
Av. Atlântica, 2616
MIRAMAR PALACE HOTEL
Av. Atlântica, 3668
HOTEL REGENTE
Av. Atlântica, 3716—Copacabana
HOTEL LANCASTER
Av. Atlântica, 1470
HOTEL OURO VERDE
Av. Atlântica, 1456—Copacabana
HOTEL OLINDA
Av. Atlântica, 2230—Copacabana
HOTEL SERRADOR
Praça Mahatma Gandhi, 14
HOTEL NOVO MUNDO
Praia do Flamengo, 20—Flamengo

***Hotels in***
**SAO PAULO**

HOTEL JARAGUA
Rua Major Quedinho, 40
Cable Address: "Jaragotel"
OTHON PALACE HOTEL
Praça do Patriarca
Cable Address: "Othanpalace"
HOTEL COMODORO
Av. Duque de Caixas, 525
Cable Address: "Comodoro"
HOTEL CARLTON
Rua Libero Badaró, 477
HOTEL EXCELSIOR
Avenida Ipiranga, 770
Cable Address: "Excelotel"
HOTEL SAO PAULO
Praça das Bandeiras, 11
LORD HOTEL
Av. São João, 1173
HOTEL TERMINUS
Avenida Ipiranga, 741
HOTEL MARABÁ
Av. Ipiranga, 757
Cable Address: "Marabotel"

***Hotels in***
**BELO HORIZONTE, MINAS GERAIS**

NORMANDY HOTEL
Rua Tamoios, 212
FINANCIAL HOTEL
Avenida Afonso Pena, 571
AMAZONAS HOTEL
Avenida Amazonas, 120

***Hotels in***
**CURITIBA, PARANA**

GRANDE HOTEL MODERNO
Rua 15 de Novembro, 582
Curitiba, Paraná
CLIMAX HOTEL
Rua Doutor Murici, 411
Curitiba, Paraná
LORD HOTEL CURITIBA
Praça Tiradentes
Curitiba, Paraná

***Hotel in***
**IGUAÇU NATIONAL PARK**

HOTEL DAS CATARATAS

***Hotels in***
**PORTO ALEGRE, RIO GRANDE DO SUL**

PLAZA HOTEL
Rua Senhor dos Passos, 154
HOTEL UMBU
Avenida Farrapos, 292
CITY HOTEL
Rua Dr. José Montaury, 20
Cable Adress: "Cityhotel"
Pôrto Alegre, Rio Grande do Sul

***Hotels in***
**SALVADOR, BAHIA**

HOTEL DA BAHIA
Praça 2 de Julho, 1
Salvador, Bahia
PALACE HOTEL
Rua Chile, 20
Salvador, Bahia
HOTEL MERIDIONAL
Rua, Chile, 22
Salvador, Bahia

***Hotels in***
**RECIFE, PERNAMBUCO**

HOTEL BOA VIAGEM
Praia de Bôa Viagem
Recife, Pernambuco
HOTEL CENTRAL
Avenida Mancel Borba, 209
Recife, Pernambuco
HOTEL DO PARQUE
Rua do Hospicio, 51
Recife, Pernambuco

***Hotels in***
**BELEM, PARA**

CENTRAL HOTEL
Avenida 15 de agosto, 98
Belem, Pará
GRANDE HOTEL
Belem, Pará

***Hotels in***
**MANAUS, AMAZONAS**

HOTEL AMAZONAS
Praça Adalberta do Valle
Manáus, Amazonas, Brazil
Manáus, Amazonas, Brazil

***Restaurants in***
**RIO DE JANEIRO**

A LA CLOCHE D'OR
22-A, Rua Constante Ramos
A. B. I.
71, Rua Araujo Pôrto Alegre
ALBA MAR
186, Mercado Municipal (lado externo)
BIFE DE OURO
1702, Avenida Atlântica
CREMAILLERE
2946, Avenida Atlântica
JOCKEY CUB BRASILEIRO
193, Avenida Rio Branco
MESBLA "PANORAMICO"
42, Rua do Passeio—11 andar
CABECA CHATA
(Typical Brazilian Food)
Praça Demétrio Ribeiro, 17
CLUB 36
Rua Carvalho de Mendonça esq. de Rodolfo Dantas

***Restaurants in***
**SAO PAULO**

EMBASSY
Rua Nestor Pestama, 246
(Tel. 35-0278)
FASANO (Continental Cuisine)
Rua Brigadeiro Tobias, 247 — 14th floor.
FREDDY
Praça Dom Gastão Liberal, 5
(Tel. 80-7339)
CLUB 550
Praça da República, 146
(Tel. 36-9121)
LA POPOTE
Largo do Arouche, 212
(Tel. 51-4461)
TRASTEVERE
Av. Paulista, 2424
(Tel. 31-3945)
EXCELSIOR
Av. Ipiranga, 770
(Tel. 35-5141), on 23rd floor of Hotel Excelsior
LA CASSEROLE
Largo do Arouche, 346
BON VOYAGE
Brazil's only drive-in restaurant on Estrada São Paulo-Sorocaba at Km 12, 2 kilometers from Jockey Club (Taxi about $2.00)

**SHOPPING**

**Novelties**

Casa Hugo
Rua Buenos Aires, 90
Rio de Janeiro
Artes Típicas M. J. Moraes
Largo São Francisco de Paula, 26—9th floor, Grupo 911
Rio de Janeiro
Zitrin & Co. Ltda.
Rua Buenos Aires, 110
Rio de Janeiro

**Lingerie, Hand-Embroidered Blouses, Linen, Etc.**

A Imperial Modas S.A.
Gonçalves Dias, 56
Rio de Janeiro
Casa Sloper
Rua do Ouvidor, 170
Rio de Janeiro
Canada S.A.
Avenida Rio Branco, 138-A
Rio de Janeiro
Casa Sucena Ltda.
Rua Buenos Aires, 66
Rio de Janeiro
Babette
Rua da Assembléia, 104-A
Rio de Janeiro

**Brazilian Semi-Precious and Precious Stones and Jewelry**

H. Stern
Avenida Rio Branco, 173
Rio de Janeiro
Lapidação Amsterdam Ltda.
Rua México, 41
Rio de Janeiro
Joalheria Schupp
Rua Gançalves Dias, 49
Rio de Janeiro
Krause & Cia. Ltda.
Rua do Ouvidor, 152
Rio de Janeiro